

# STRATEGY NETWORKS CASE STUDY: BigHand



## Overview

### Southern Health NHS FT

Southern Health NHS FT is one of the UK's leading Trusts in providing community health, specialist mental health and learning disability services for people across the south of England.

### BigHand

BigHand offers a Digital Dictation and Clinical Correspondence solution for healthcare which replaces tape and paper based systems used in medical dictation, transcription and transmission. Clinicians, Medical Secretaries and Service Level Managers are provided with an intuitive, easy to use interface enabling them to easily create, track, transcribe and manage workloads.

### Strategy Networks

The Strategy Networks meeting platform dynamically brings together 'hard-to-reach' decision makers across public and private sector domains in two-day 'invitation-only' residential forums taking place at quality country homes across the UK. Delegates stay up to date through highly researched seminar sessions, group discussions and one to one meetings tailored specifically to meet their investments and interest criteria.

## How did BigHand meet Southern Health?

BigHand's strategic partnership with Strategy Networks allowed them access to the Healthcare Strategy Forum (April 2017) where they took part in business meetings, speed networking, presentations and group discussions. It was at the end of the first day when BigHand met Southern Health during one of the event's networking sessions. Representatives from Southern Health then visited BigHand's meeting point the next day and discussed how the Trust's efficiency challenges could be resolved through working together.

## BigHand's solution for the trust

Being placed in special measures is often the catalyst for change, and this was certainly the case for Southern Health. Amongst a number of different projects, Southern were looking to tender for a new digital dictation solution following a series of challenges with their existing supplier. BigHand was awarded the contract for replacement of their existing digital dictation. Following this, there have been advanced discussions around speech recognition solutions for the Trust. Beyond these initial phases, there is still another 50% of the organisation to be included in a further Trust-wide rollout.

## Benefits for BigHand

Participating in the forum enabled BigHand to kick-start a conversation with Southern Health leading to them being included in the tender and being selected as a supplier. They also had the opportunity to meet with both existing customers and other new prospects at C-level seniority – contacts who are typically difficult to get in front of.

### Key forum benefits

- Pre-arranged and pre-qualified meetings in a structured event focused on business conversations with NHS decision-makers
- Opportunity to build on existing relationships with Trusts in attendance
- Access to networking in both structured and more relaxed environments
- Participation facilitated initial conversations with Southern Health resulting in their contract being awarded

*"This is the only environment where we can meet people at such a senior level. It gives you the opportunity to meet exec-level people in an environment where they are happy to talk openly. Getting hold of these people over the phone or in meetings outside of this type of event is very rare and very difficult. To give my messages to a C-level contact in a controlled environment for 15 minutes is invaluable."*

**MARK PARRIS, HEALTHCARE ACCOUNT MANAGER, BIGHAND**

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